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WERTHEIMER, ALBERT I., Ph.D. "Marketing to the Pharmacist: Complaints of Community Pharmacists Against the Pharmaceutical Industry." June, page 10.

WILSON, ROBERT F. "Creative Mail: An Idea Exchange." January, page 18; March, page 20; May, page 18; September, page 6.

ZELLMER, WILLIAM A. "Marketing to the Pharmacist: How to Crack the \$2 Billion Hospital Market for Pharmaceuticals." May, page 16.

"Hospital Pharmacists Play a Key Role in Drug Selection," with William McCausland and Jon Wallner. May, page 43.

"The Growing Interest of Hospital Pharmacies in Ambulatory Care." September, page 44.

ZILZ, DAVID A. "Marketing to the Pharmacist: Marketing Pharmaceuticals in a Changing Environment — In Institutional and Organized Settings." July, page 8.

Update: people

John F. McNamara appointed president of The Kauffman-Lattimer Company, a member of the Alco Health Services Group of Alco Standard Corporation. Mr. McNamara was president of Valurite Pharmacies, Inc., a division of Foremost-McKesson. This appointment follows the announcement by **Myron B. Kauffman Jr.** and **Benton F. Kauffman** of their impending retirement after more than 40 years in the industry. During the transition period, the Kauffmans will serve as cochairmen.

Raymond C. Egan will join Mead Johnson & Company on January 4 as executive vice-president. Mr.

